



FOR IMMEDIATE RELEASE

**Wilke/Thornton, Inc. and RQA, Inc. Provide
More Efficient Consumer Products Retrieval Services**

Columbus, Ohio – May, 2007 – Wilke/Thornton, Inc.’s RQA Retrieval Request Interface module for its Consumer Relationship System (*CRS*) provides joint consumer products company clients with a single push-button method to quickly and efficiently submit retrieval requests of items purchased by clients’ consumers. When the consumer has some reason for dissatisfaction with the item, and the company needs to examine the item in order resolve the issue to the customer’s satisfaction, the *RQA Retrieval Request Interface* is an ideal solution.

To use the interface, clients’ consumer contact center representatives simply press the ‘request retrieval’ button in their *CRS Rep Desktop* to submit item retrieval requests to RQA, Inc. Clients contract with RQA for provision of their consumer complaint product retrieval services that are designed to mitigate risk of product liability and handle product recalls and withdrawals.

Instantly, as the contact center representative presses the submit request button, the consumer’s contact information is transmitted into RQA’s request processing system and initiates the retrieval. The *CRS-RQA* interface automated data transfer saves representatives the time required to re-enter each contact’s information into the RQA system and ensures high contact information accuracy since the interface eliminates a second manual intervention with possible data-entry error. At the same time this interface speeds processing of the consumer’s request, increasing likelihood of a satisfactory interaction—ultimately reinforcing the consumer’s loyalty and retention.

RQA, Inc. delivers its retrieval and withdrawal services worldwide to food, beverage, personal care, and consumer products companies. For further information, visit www.rqa-inc.com or call 602-678-4717 x120.

Wilke/Thornton, Inc. provides the *de facto* standard consumer relationship management solutions to consumer products companies worldwide. For further information, visit www.wilke-thornton.com or call 614-792-6900 x 176.